

# Small Business Beat

News from the Michigan SBA Office

Winter 2009

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## MPowered Career Fair

### University of Michigan Connects Students and Small Businesses

MPowered Entrepreneurship and the Center for Entrepreneurship present the Annual MPowered Career Fair, on Wednesday, February 11, 2009. The fair runs from 11:00 a.m. to 4:00 p.m. at the University of Michigan, with a networking reception to follow from 4:00 to 5:00 p.m.

This annual event is an opportunity for companies to tap into the talents and resources of the University of Michigan. MPowered Entrepreneurship is a student organization at U of M that focuses on fostering entrepreneurship. The Center for Entrepreneurship (CFE) is a Michigan Engineering venture that empowers

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We encourage you to forward this edition to interested colleagues. To sign up for the Business Beat newsletter, please click [here](#).

## From the Director

Dear Colleague:

In the midst of the difficult economic conditions we are currently experiencing, small businesses need assistance more than ever. If you have never used the services of the SBA, we encourage you to explore what we have to offer. Here are just a few of the ways SBA can help you:

### Free Online Training

SBA has recently expanded its free online courses to provide strategies to businesses to help with economic recovery. The most recent additions are: Strategic Marketing: How to Win Customers in a Slowing Economy; and Downshifting in a Slowing Economy: A Business Planning Guide. To access these and other online courses visit: [Online Courses](#)

### Use the Michigan Small Business & Technology Development Centers and SCORE, Counselors to America's Small Business

Business owners have a valuable resource through MI-SBTDC and SCORE. These SBA-funded programs offer free, confidential, and in-depth business consulting and training programs that address the most critical issues facing small business owners.

The MI-SBTDC is part of a national network of small business and technology assistance centers. There are twelve regional centers across the state of Michigan. For more information on the MI-SBTDC program, click: [MI-SBTDC Programs](#)

SCORE, Counselors to America's Small Business, is a group

students, faculty and staff to pursue entrepreneurial breakthroughs that improve people's lives, drive the economy, and help innovators bridge the gap between the inventor and the business that can be enabled by these achievements.

For more information and registration, visit: [Career Fair](#)

## Black Business Conference

SBA, Chase, and Alpha Phi Alpha Fraternity, Inc. will conduct the annual Black Business Conference on March 24, 2009 at Greater Grace Temple of the Apostle Faith in Detroit, Michigan. The event starts at 8 a.m. with a continental breakfast. The program includes workshops targeted to local minority-owned small businesses and includes discussion of traditional and nontraditional financing, technical assistance and certifications. SBA and its resource partners will be available to network with conference attendees on the entrepreneurial services available through their respective organizations. For more information, contact [Constance Payne Logan](#).

**It is Tax Time and the IRS Can Help!**

of volunteer business executives and/or business owners that provide one to one counseling, as well as training, for current and prospective business owners. There are nine SCORE chapters that serve businesses throughout Michigan. For information visit: [SCORE](#)

## Become More Energy Efficient

As business owners look at ways to reduce expenses in an effort to conserve limited financial resources, reducing energy costs can provide some savings. Adopting "green" practices can decrease expenses while contributing to a cleaner environment. Ideas include simple things like using energy efficient lighting, weather stripping, insulation, and installing light sensors. Green projects that require a capital outlay such as an energy efficient HVAC system are eligible for SBA loan guaranty programs. Federal tax credits for energy efficiency upgrades, and other financial incentives are also available. To learn more about going green, access the following Web sites: [How to Become Energy Efficient](#) [Going Green Fact Sheet](#)

## Use Your Voice Through the Office of Advocacy

The SBA Office of Advocacy exists to protect, strengthen and represent the nation's small businesses within the federal government's legislative and rule making processes. The Small Business Watchdog Blog, through the Office of Advocacy, focuses on regulatory issues. Businesses can post their thoughts on the latest small business economic research, point readers to interesting news items, and comment on proposed new rules. Through this blog, information is spread about the importance of small business to the economic community. To post or leave a comment visit [Advocacy Blog](#).

Richard Temkin  
District Director

## Michigan Celebrates Small Business 2009 Awards Ceremony

On April 30th, we will celebrate the achievements and contributions of small business owners and their supporters at the Fifth Annual Michigan Celebrates Small Business awards dinner in Lansing with Governor Jennifer Granholm. This is the state's premier small business event; a collaboration of the SBA, the Michigan Economic Development Corporation, the Michigan Small Business and Technology Development Center, the Small Business Association of Michigan, and the Edward Lowe Foundation.

The evening will feature the unveiling of the Michigan 50 Companies to Watch, a celebration of the contribution, innovation and energy of diverse second-stage companies, as well as the SBA Small Business Awards for outstanding contributions to the Michigan economy. Business owners,

Free tax help is available for taxpayers from the Internal Revenue Service by telephone, in person and via the Internet (where information is available 24 hours a day, seven days a week). To access the Web site visit: [IRS Offers Free Tax Help](#)

Millions of taxpayers this filing season will go online to retrieve tax forms, publications and other information from the Internal Revenue Service. Unfortunately, some of them will end up at Web sites that have no affiliation with the IRS. The official Web site for the Internal Revenue Service is [IRS.gov](http://www.irs.gov), and all IRS.gov Web page addresses begin with <http://www.irs.gov>

The 2009 IRS Tax Calendar is also available online. It includes timely tips, and dates noted to help businesses stay current with tax obligations. Click on: [Calendar](#)

***Our Belief... SBA is the entry point to help you start, grow, and prosper. We offer customized counseling, specialized financing, and contract opportunities. Through our unique resource network, we provide the tools to help you***

entrepreneurs, and supporters of small business are encouraged to attend this elegant evening of celebration. The program will also include a reception, a keynote address by Josh Linkner, ePrize Founder and Chief Executive Officer, and dinner. For reservations click [here: Michigan Celebrates](#)

### **SBA Kicks Off *Emerging 200 Initiative* in Detroit**

The Michigan District Office formally kicked off the *Emerging 200 Initiative* in Detroit on January 14. The goal of e200 is to identify inner-city businesses that show a high potential for growth and to provide them with the network, resources, and motivation required to build a sustainable business within a designated inner-city geographic location.

The recent selection of Detroit as an *e200* city is a prestigious one as it is one of only 15 cities nationally that have been chosen. Those joining the SBA District Office to bring *e200* to Detroit are:

Detroit Economic Growth Corporation  
Detroit Regional Chamber  
Mayor's Office of Targeted Business Development  
Michigan Economic Development Corporation  
Michigan Minority Business Development Council  
Michigan Small Business & Technology Development Center  
TechTown

The cornerstone of *e200* will be an in-depth educational program for senior executives running approximately 60-80 hours (likely two half-days per month) for six months.

It will focus on such topics as organization management, growth strategies and management, market development, and strategic planning.

"We're pleased, along with our partners, to bring *Emerging 200* and its MBA-style environment and program to Detroit," said Richard Temkin, SBA Michigan District Director. "We hope eligible small businesses will take full advantage of this tremendous opportunity."

Participation in *e200* is free to qualifying businesses. Criteria for participation include having been in business for a minimum of three years, approximately \$400,000 or more in gross annual revenues, and a business location within the inner-city geographic boundaries defined by the SBA. Participation will be limited to only 20 businesses. For more information, e-mail: [Constance Payne Logan](#)

### **Business Engagement Center Linking Business to U of M Resources**

The Business Engagement Center has been established at the University of Michigan to strengthen the University's connection to business and community partners to help

**succeed. We are your  
Small Business  
Resource.**

revitalize and diversify the state's economy.

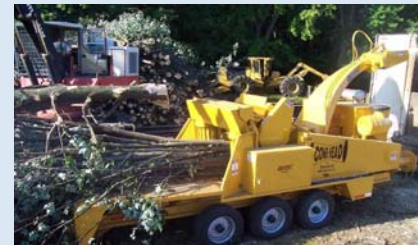
It serves as a conduit for businesses seeking student talent, university expertise, professional development for employees, and research partnerships. Its market is the entire range of companies, from small and medium-sized firms to the Fortune 500. The BEC staff matches private-sector partners with appropriate campus experts. A major goal is to help Michigan capitalize on the expertise of industry and academia to become a center for R&D in an effort to diversify business in the state.

The BEC officially opened in May of 2008 on the U-M campus with one main office, where it is co-located with the Office of Technology Transfer, and satellite offices in the College of Engineering and the School of Medicine. The OTT helps get university-developed technology licensed to existing or newly formed companies. Since the BEC can identify companies that can bring these technologies to market, it makes for a synergistic relationship with the OTT.

The BEC works very closely with other economic development partners in the common goal of fostering economic growth in Michigan. Visit [BEC](#) to learn more about how the center can help your business.

## **SBA**

Making  
a Difference....



Here is one example of how SBA helped a Michigan-based business reach out to the global market.

When Thomas Gross, president of Dynamic Manufacturing in Weidman, Michigan needed help in financing an expansion for overseas markets, he turned to the [SBA's Export Assistance Center](#). Dynamic Manufacturing currently exports machinery around the world to more than 26 countries. The company designs and manufactures wood chipping machinery for a variety of niche markets such as bio-fuels, land clearing, and utility line maintenance, and also produces machinery for leaf collection, agricultural and construction site clean-up.

John O'Gara, SBA Regional Manager at the Export Assistance Center helped Isabella Bank to structure the financing package for a \$2 million working capital loan to

fund the export of machinery to Russia. "Jeffrey Smith, Vice-President of Isabella Bank, was an essential player in organizing the transaction," O'Gara said. "Having an informed banker that can clearly see how an SBA loan can be a great fit for both their customer and the bank is a vital ingredient for these deals."

"Working with John and the SBA was wonderful. We were told what our timeframe would be, and what kind of turnaround to expect, and it happened," said Gross. "A key component for the state's economic future is in the exporting of Michigan products that are unique to the skill sets of Michigan-based companies." For more information on exporting contact [John O'Gara](#).

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